IN THE SPECIFICATION

Please amend paragraph [00010], further to all previously proffered and/or entered amendments, as follows:

[00010]   The invention is a message targeting and filtering system and method based on an extreme application of distributed database technology in which the central database service defines a uniform data format or "schema," but is otherwise relegated to a subordinate role in which it performs only storage and clearinghouse functions that do not require unencrypted data access.   All database functions requiring unencrypted data access, including modification, querying and schema migration of data records, are delegated to client-side software agents deployed on devices under the personal control of individual database subjects.   The invention contemplates various methods of data security and various methods of anonymous payments for message consumption by way of ~~machine-executable medium~~ storage media comprising instructions executed by a machine (alternatively referred to herein as machine-accessible medium comprising content that, when accessed by a machine, causes the machine to perform recited steps), e.g. classic computer software operating to specially alter or adapt a general-purpose computer to serve a special inventive purpose.